

SE Corner Fort Monument

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MARKET ANALYSIS REPORT

STATUS: ☒ Preliminary ☐ Final

(To be completed in triplicate by market analyst assigned to this issue. Original to J. R. MacArthur; blue copy to Senior Market Analyst; pink copy to file.)

Plate: "Grandpa's Gift" Series: Rockwell's Golden Moments

Artist: Norman Rockwell Issue Price: \$19.90

Bradex: 84-R70-10.1 Evaluation Standard: Bradford Exchange Current Quotations, June 30, 1988

Summary of Evaluation: TEN TOP-PERFORMING ROCKWELL PLATES OF ALL TIME

<u>SERIES, PLATE</u>	<u>ISSUE PRICE</u>	<u>CLOSE PRICE</u>	<u>TRADE AS % OF ISSUE</u>
1. 1977 Rockwell Society Heritage "The Toy Maker"	\$14.50	\$155.00	1,069%
2. 1978 Rockwell Society Heritage "The Cobbler"	\$19.50	\$110.00	564%
3. 1976 Rockwell Society Christmas "Golden Christmas"	\$24.50	\$115.00	469%
4. 1976 Rockwell Society Mother's Day "A Mother's Love"	\$24.50	\$110.00	449%
5. 1974 Rockwell Society Christmas "Scotty Gets His Tree"	\$24.50	\$110.00	449%
6. 1983 Rockwell Society Light Campaign "The Room That Light Made"	\$19.50	\$ 79.00	405%
7. 1971 Gorham Rockwell Four Seasons "Boy and His Dog"	\$50.00	\$200.00	400%
8. 1973 Gorham Rockwell Four Seasons "Ages of Love"	\$60.00	\$224.00	373%
9. 1975 Royal Devon Mother's Day "Doctor and Doll"	\$23.50	\$ 75.00	319%
10. 1977 Rockwell Society Mother's Day "Faith"	\$24.50	\$ 75.00	306%

Rating based on foregoing analysis: ☒ Excellent ☐ Good ☐ Fair ☐ Poor

Remarks: Rockwell Society plates are as good as gold on today's plate market. Society issues continue to outperform all other Rockwell plates -- average appreciation is a whopping 40% greater.

Recommendation: If you're in the market for the next likely plate to make money on the market, "Grandpa's Gift" is the one to get ... and get now!

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☒ Approved:


Senior Market Analyst